

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Employment Generation & Marketing Mission – Reconstitution of Executive Committee of EGMM and delegation of certain roles and responsibilities to the Vice Chairperson, EGMM & Additional Chief Executive Officer, SERP – Orders - Issued

**PANCHAYATI RAJ AND RURAL DEVELOPMENT (RD.II) DEPARTMENT**

G.O.Ms.No.235

Dated:28.07.2009  
Read the following:

1. G.O.Ms.No.355, PR & RD (RD-II) Dept. dated 15.10.2005.
2. G.O.Ms.No.147, PR & RD (RD-II) Dept. dated 25.04.2007

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**ORDER:**

In the G.O 1<sup>st</sup> read above Government have established Employment Generation and Marketing Mission in the Department of Rural Development for promoting employment opportunities for the unemployed rural youth in private sector through skill development.

2. Government have since decided to reconstitute the Executive Committee of the Employment Generation and Marketing Mission as detailed below:

SI.No.	Designation	Name and details
1	Chairperson	Minister (RD)
2	Vice Chairperson	Principal Secretary (RD)
3	Vice Chairperson	Chief Executive Officer, SERP
4	Vice Chairperson	Addl. Chief Executive Officer, SERP
5	Member	Director (SHGs) / Director (DWCRA)
6	Member Convenor	Executive Director, EGMM
7	3 Non-Official Members	To be nominated by the Chairperson

3. The positions such as CEO, EGMM or Addl. CEO, EGMM stand abolished with immediate effect. Vice Chairperson, EGMM & Addl. Chief Executive Officer, SERP is entrusted with the following responsibilities:

- Coordinate all the activities relating to EGMM at the State Level and District Level
- Provide guidance and support to the State Level EGMM Team
- Responsible for management of EGMM Budget
- Review, Monitor and evaluate the IKP Jobs component periodically with the State Team, DRDAs and Training Partners.
- Sign the MOUs with Training Partners
- Sign / Approve the TORs of all Consultants.
- Approve and sign contacts of all EGMM staff
- Counter signature of TA bills of Executive Director, EGMM
- Approval of all financial expenditure
- Any other responsibility entrusted by the Executive Committee, EGMM

4. The Mission will access funds from various programs under State / Central Government, such as, Rajiv Yuva Shakti, SGSY and APRPRP and take up skill development and placement for the youth in the rural areas in a mission mode

5. This G.O. is available on the internet and can be accessed at the address: [www.ap.gov.in](http://www.ap.gov.in) / [www.rd.ap.gov.in](http://www.rd.ap.gov.in).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K. RAJU  
PRINCIPAL SECRETARY TO GOVERNMENT (RD)

To

The Chief Executive Officer, SERP, Hyderabad  
The Commissioner Rural Development, Hyderabad  
The Additional Chief Executive Officer, SERP, Hyderabad  
The Director, (DWCR), O/o Commissioner, RD, Hyderabad  
The Director (SHGs) O/o Commissioner RD, Hyderabad  
The Executive Director, EGMM, Hyderabad.  
All Members of the Employment Generation and Marketing Mission  
All Departments of the Secretariat  
All the Heads of the Departments

Copy to

All the Collectors & Chairman of the DRDAs in the State  
All the Project Directors of DRDAs in the State  
All the Project Directors of DWMA in the State  
PS to Hon'ble Chief Minister  
PS to all Ministers  
PS to Chief Secretary to Government  
PS to all Spl. CSs/Prl Secretaries of all department of Secretariat  
The Accountant General, Andhra Pradesh, Hyderabad  
Director of Treasuries & Accounts, Andhra Pradesh, Hyderabad  
The Pay & Accounts officer, Hyderabad  
SF/SC

//FORWARDED :: BY ORDER//

SECTION OFFICER